



[New and Improved Ed.]

SWARTZEN.

AN IMAGINARY ADVERTISEMENT, PRINCIPALLY
ENUMERATIVE OF THE FURS WORN
IN CANADA.

SHOULDST thou ask us who is Swartzen,
Subject of these classic numbers,
We should answer, we should tell thee,
That he is a famous furrier,
And a hatter thrice artistic,
In the city of the railways,
Of the great canals and steamships,—
In the old Canadian city,
Ville Marie or Sault aux Nôrmands;
That his splendid shop and warehouse
Stand on the Rue Madôna,
Heart of occidental region,
North of mystery Argyle Street.

Wouldst present me with the partner
With a muff or cap or bonnet,
Collarlette or cuffs or Uppet;
Cape or cloak or cowl or manteau,
Cape or victory or beltlets,—
Fit for Scandinavian congress,
Fit for Muscovite czarina,
Fit for chinchilla, fitch, opossum;
Indri, swansdown, kid, or gennet; *
Wavy lamb of Persian empire,
Or the lamb in curl of Tartary;
Sooty phalanger Tasmanic;
Astrakhan, ornithorhynchus;
Chipmonk, weasel, striate monkey;
Long-haired ape of Upper Guinea;
Caracal, Altaian squirrel;
Ringlet goat of Asia Minor; t
Marten from Teutonic forests, t
Or from rocky wilds North-West;

* To ensure the correct pronunciation of the following words, the spelling has been slightly altered.
† Stone-marten is meant, — a European fur.

BIBLIOTHEQUE
S.M.E.



Sitka sable, dark putorius;
 Fisher, lynx, or royal ermine,—
 Go to Swartzen, ladies' furrier,
 And procure the gifts hybernal,
 Gifts of duty and affection.
 Wouldest protec: thy worthy caput
 'Gainst the fierce assaults of Winter,—
 Wouldest possess a helm Icelandic,
 Unexcelled in form, material,
 Of the various foreign lamb-skins
 (Black and lustrous, light or dark gray);
 Or of Australasian sea-dog
 (Plucked and dyed, or hue of nature);
 Or of land or deep-sea lutra
 (Sans or with the rougher coating);
 Or of costly mink Laurentian;*
 Or of Athabaska sable,—
 Go to Swartzen, general peltrist,
 And procure the casque *villosum*,
 Casque of elegance and comfort.
 Wouldest equip thy winter drooka,
 Cutter, sleigh, with robes of bruin
 (Utah grizzly, brown of Europe,
 Polar, native black, or Syrian);
 Robes of lupus (prairie, piebald,
 Gray or white, or black or dusky);
 Robes of bison,† elk, alpaca;
 Robes of ounce, raccoon, or spring-bok;
 Robes of llama, fox, or badger;
 Robes of panda, musk-ox, eland;
 Robes of glutton or ganacco;
 Robes of ocelot or ibex;
 Robes of goat of Rocky Mountains;
 Robes of chacal or vicuna;
 Robes of reindeer, koodoo, prong-horn;
 Robes of cypou, shaggy lemur;
 Robes of striped or pied hyena;
 Robes of felis onça, leopard;
 Robes of wild-cat, puma, panther;
 Robes of tiger of the 'ngle;
 Robes of lion of the desert;—
 Wouldest secure them shining, glistening,
 Unsurpassed in style and finish,
 And superb as those of Stockholm

* "Laurentian," relating to the Laurentian Hills, north of the St. Lawrence ("Laurentian" is from "Laurentius," the Latin of "Lawrence.") — "Laurentian mink" and "dark putorius" are one and the same kind of fur: so are "Athabaska sable" and "North-West marten," "Australasian sea-dog" and "South-Sea fur-seal," "lutra" and "ottor."

† "Bison"; here another name for "buffalo." (Moreover, "bison," and not "buffalo," is the right name for the North-American wild animal alluded to. See, for example, Wore. 4to Dic., and Chamb. Enc.)

Or as any on the Neva,—
 Go to Swartzen, sleigh-robe mer
 And procure the trappings brum,
 Trappings ornamental, useful.

Art a traveller 'mong the snow
 Or a farmer oft at market;
 Or a charretier des marchands;
 Or a jehu citoyenal;
 Or a glacial-road expressman;
 Or the driver of a mail-sleigh;
 Or the charioteer, conductor,
 Of an intramural railway;
 Or a city caballero;
 Or a seignior* campagnoral,—
 Art of these or different calling,
 Different station or position,
 And desi'r a boreal wrapper
 (Warmer hath not Prince Iceber
 Better, not the Emperor Zero)
 Of the Northern-prairie buffalo;
 Greenland hair-seal, South-Sea f
 Nutria, wish-ton-wish, grimalkin
 Oxlet, hellamys, coati;
 Hirsute beaver, capricornus;†
 Lamb of Astrakhan, merino;
 Serval, kangaroo, ichneumon;
 Lotor, catamount, or seecawk;
 Paca, tiger-cat, or margay;
 Otter, kinkajou, or wombat;
 Sloth, oryctope, koalla;
 Wolf or telledu or ratel;
 Loris, jaguar, or musquash;
 Reynard, wolverine, or moose-de
 Woodchuck, bear, or Afric monk
 Go to Swartzen, fur-coat maker,
 And procure the toga Arctic,
 Toga full of sense as substance.

Wouldest enrich thy summer we
 With a hat of silk or beaver,
 Black or drab or Gaulish-argent,
 Fit to have been worn by Brumm
 Wouldest surmount thy precious

* "Seignior"; here a feudal landowner or
lories, or French part, of Lower Canada.

† "Capricornus" and "ibex" are one and
kind of fur or skin: so are "elk" and "mo
 "nutria" and "cypou," "felis onça" and
 "wolverine" and "glutton," "catamo
 "puma" (cougar), "lofor" and "raccoon,
 and "wolf," "long-haired Guinea-ape" (ba
 "Afric monkey"); and so of course are "b
 "bear," "reynard" and "fox," "Musqua
 Indian for "muskrat"; "seecawk," the
 "skunk"; and "chacal," Spanish for "jac
 trakhan lamb," or simply "Astrakhan,"
 curl like Persian lamb, but of a much larger

as any on the Neva,—
Go to Swartzen, sleigh-robe merchant,
And procure the trapping brumal,
Trappings ornamental, useful.
Art a traveller 'mong the snow-drifts;
Or a farmer oft at market;
Or a charretier des marchands;
Or a jehu citoyenal;
Or a glacial-road expressman;
Or the driver of a mail-sleigh;
Or the charioteer, conductor,
Of an intramural railway;
Or a city caballero;
Or a seignior* campagnoral,—
Part of these or different calling,
Different station or position,
And desir'st a boreal wrapper
Warmer hath not Prince Icebergus;
(better, not the Emperor Zero)
Of the Northern-prairie buffalo;
Greenland hair-seal, South-Sea fur-seal;
Utria, wish-ton-wish, grimalkin;
Xlet, hellamys, coati;
Lirsute beaver, capricornus; †
Amb of Astrakan, merino;
Ervil, kangaroo, ichneumon;
Otor, catamount, or seecawk;
Aca, tiger-cat, or margay;
Titter, kinkajou, or wombat;
Loth, orycterope, koalla;
Volf or telledu or ratel;
Oris, jaguar, or musquash;
Reynard, wolverine, or moose-deer;
Woodchuck, bear, or Afric monkey,—
Go to Swartzen, fur-coat maker,
And procure the toga Arctic,
Toga full of sense as substance.
Wouldst enrich thy summer wardrobe
With a hat of silk or beaver,
Black or drab or Gaulish-argent,
It to have been worn by Brummel,—
Wouldst surmount thy precious cranium

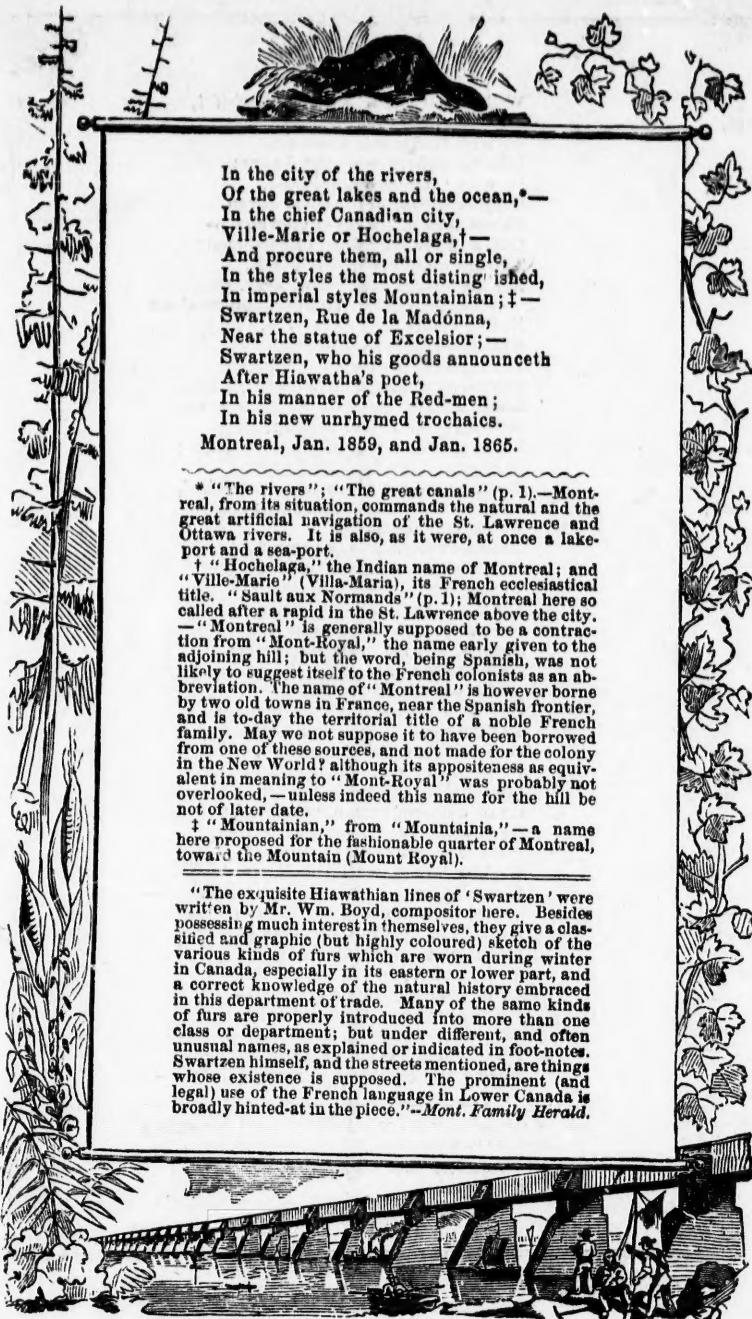
Seignior"; here a feudal landowner of the Seignior French part, of Lower Canada.
"apricornus" and "ibex" are one and the same
for fur or skin: so are "elk" and "moose-deer,"
"a" and "coupion," "felis onga" and "jaguar,"
"erine" and "glutton," "catamount" and
"cougar," "otor" and "raccoon," "lupus"
"wolf," "long-haired Guinea-ape" (baboon) and
"monkey"; and so of course are "brain" and
"reynard" and "fox." "Musquash" is Cree
for "muskrat"; "seecawk," the same for
"xlet"; and "chacal," Spanish for "jackal." "As-
te lamb," or simply "Astrakan," has a wavy
Persian lamb, but of a much larger pattern.

With a 'soft-shell' spruce, delightful,
Similar to the great Hungarian's;
Or with Guayaquil sombrero,
Like the sefiors' west the Andes;
Or with 'castor' funneloidal,
Gray or brown or glossyless raven,
Felted from the wool of cheviots,—
Call and see the 'tiles' of Swartzen;
Thither wend ere winter goeth,
Ere the vernal rush commences.

— In a sentence: Wouldst thou purchase
Muffler of the red or gray fox,
Having brush or tail *in situ*,
Having head with eyes of crystal;
Gloves of chamois, mitts of buckskin,
Lined with leveret or with lambswool;
Gantelets, for winter driving,
Frost-proof, strong, of fur and leather;
Moccasins from Indian wigwam,
Black or yellow, plain or quill-worked,
Or galoshed with India-rubber;
Aboriginal toboggan,
Excellent for coasting-party,*
Or for elk or red-deer hunter;
Yengee sled or roomy traineau,
For the boys from big to little,
For the girls from teens to tiny;
Snow-shoes, for suburban ramble,
Or for tramp around the Mountain,
Or for chasing in the forest;
Cap from coat-stuff of the Westland,†
For the spring and autumn changes,
Or for equinoctial storm-tides,
Or for fitting odd occasions;
Hat of native straw or foreign,
Or of leghorn, tuscan, palm-leaf,
Or of cream-white grass of Darien,
For the torrid dog-day weather;
Highland bonnet, 'The Balmoral,'
Worn by youths, by tourists, sportsmen,—
Worn from Virgo on to Taurus:
— Wouldst, we say, desire to purchase
Of the numerous manufactures
To be had at petral warehouse,
Or by hatter made or vended,—
Go to Swartzen, famous furrier,
Chapelier renowned, immortal,—
Swartzen of the changing seasons,
Spring and Summer, Autumn, Winter,—

* "Coasting," the New-England word for gliding down hill on a hand-sleigh over the frozen snow.

† "Westland," West of England.



In the city of the rivers,
Of the great lakes and the ocean,—
In the chief Canadian city,
Ville-Marie or Hochelaga,—
And procure them, all or single,
In the styles the most disting'ished,
In imperial styles Mountainian; †—
Swartzen, Rue de la Madonna,
Near the statue of Excelsior;—
Swartzen, who his goods anounces
After Hiawatha's poet,
In his manner of the Red-men;
In his new unrhymed trochaics.

Montreal, Jan. 1859, and Jan. 1865.

* "The rivers"; "The great canals" (p. 1).—Montreal, from its situation, commands the natural and the great artificial navigation of the St. Lawrence and Ottawa rivers. It is also, as it were, at once a lake-port and a sea-port.

† "Hochelaga," the Indian name of Montreal; and "Ville-Marie" (Villa-Maria), its French ecclesiastical title. "Sault aux Normands" (p. 1); Montreal here so called after a rapid in the St. Lawrence above the city.—"Montreal" is generally supposed to be a contraction from "Mont-Royal," the name early given to the adjoining hill; but the word, being Spanish, was not likely to suggest itself to the French colonists as an abbreviation. The name of "Montreal" is however borne by two old towns in France, near the Spanish frontier, and is to-day the territorial title of a noble French family. May we not suppose it to have been borrowed from one of these sources, and not made for the colony in the New World? although its appropriateness as equivalent in meaning to "Mont-Royal" was probably not overlooked,—unless indeed this name for the hill be not of later date.

‡ "Mountainian," from "Mountainia,"—a name here proposed for the fashionable quarter of Montreal, toward the Mountain (Mount Royal).

"The exquisite Hiawathian lines of 'Swartzen' were written by Mr. Wm. Boyd, composer here. Besides possessing much interest in themselves, they give a classified and graphic (but highly coloured) sketch of the various kinds of furs which are worn during winter in Canada, especially in its eastern or lower part, and a correct knowledge of the natural history embraced in this department of trade. Many of the same kinds of furs are properly introduced into more than one class or department; but under different, and often unusual names, as explained or indicated in foot-notes. Swartzen himself, and the streets mentioned, are things whose existence is supposed. The prominent (and legal) use of the French language in Lower Canada is broadly hinted-at in the piece."—*Mont. Family Herald*.